

10 August 2026

Information about the personal data file

1. Name of the file

Customer register of Tampere Regional Transport (Nysse). The file consists of three parts:

- Customer register for the travel card system (customers who have purchased a personal travel card)
- Nella.fi online service (users of the service)
- Benefit ticket register (customers entitled to a benefit)

2. Purpose of personal data processing

Provision and delivery of services to customers, such as

- Provision of public transport services (e.g., management of customer relationships, sale and management of tickets, including benefit tickets and travel rights)
- Provision of the application and/or online services
- Processing of lost, damaged and found travel cards, situations related to ticket inspections, identification of card holders, investigations of refund and error situations related to ticket products, and checking of transactions related to the use and topping up of travel cards
- Monitoring and supervision of the functioning of the services and related reporting, statistics and development.

In addition, the data is used to distribute the revenue and costs between public transport operators and municipal actors.

The data may be used for direct marketing with the data subject's consent.

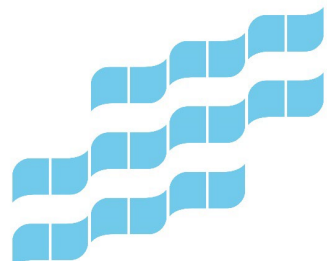
3. Controller

City of Tampere, Business ID 0211675-2

4. Office holder responsible for the file, job title and contact information

Mika Periviita, Director of Public Transport

City of Tampere



P.O. Box 487, 33101 Tampere

[City of Tampere, contact information](#)

5. Contact person for the file and their contact information

Planners Tino Nordlund, Emma Kouhia, Kristian Staack

City of Tampere

P.O. Box 487, 33101 Tampere

[City of Tampere, contact information](#)

6. Processing of personal data in the file has been outsourced under a service contract

☐ No

☒ Yes

The maintenance tasks of the electronic data systems of the registers and the servers of these systems as well as application support involve commissioned work.

7. Lawfulness of processing the personal data in the file

A)

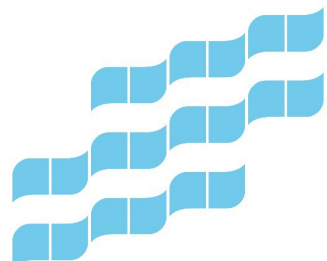
☒ Public interest/Exercise of official authority: Implementation of the public transport service

☒ Legal obligation: Storage of data and other processing required by law

Act on Transport Services (320/2017), Value Added Tax Act (1501/1993), Accounting Act (1336/1997)

☒ Consent: permission for direct marketing and/or marketing communications

☒ Performance of a contract: benefit ticket register, Nella.fi online service



B)

☐ The file is a register for official activities

☒ The file is a register for a voluntary public administration task

C)

Use of the data in the file for automated individual decision-making, including profiling

☒ No

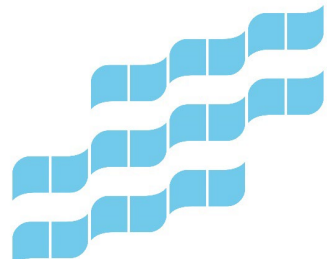
☐ Yes

Specify what for

8. Personal data in the file

The customer register of the travel card system contains:

- Customer information (personal identity code, name, address details, age group, user group, telephone number, email address) and permissions for direct marketing and/or marketing communications
- Details of authorisations if the customer has any.
- Details of the travel account, travel card and identifiers (e.g., serial number, date of creation) and ticket information, purchase and use history of tickets
- Location data of the use or purchase transaction (location of the stop, mode of transport, number of the sales point)
- User details in the Nella.fi online service (username, email, IP address)
- Benefit information, if entitled to a benefit (e.g., employer-subsidised ticket, school ticket, personnel, corporate customer: information on the benefit granted, the benefit used and the amount)



- Contact details of the contact person of the company or community (name, email, telephone number)

The personal identity code is used to identify the customer especially when they acquire a personal travel card/ID/travel account and a customer relationship is established, and in connection with strong identification (suomi.fi). The details of the contact persons of corporate customers are stored in the registers of the travel card system and the benefit ticket for the purposes of customer relationship management and communication with the customer.

Nysse is gradually changing over from a card-based system to an account-based one. As a result, the data on the travel card will be deleted. All data will then be stored in the back-end systems.

9. Systems for maintaining the data in the file (name(s) of system/application)

- Customer service programs (customer service, sales point, inspection application)
- Software of driver's devices and ticket machines
- Nella.fi online service
- Benefit application
- Background services (finances, reporting, payment system)

10. The register contains manual (paper) documents

☐ No

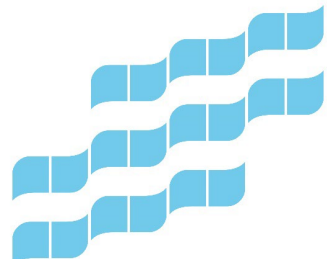
☒ Yes

If necessary, the data in the register is used in a request for clarification form filled in by the customer.

11. Data sources of the file

When a customer relationship (and a travel card/travel account) with Nysse is set up, customer information is received, with the customer's consent, from the customer themselves or from a person authorised by them and from the Population Information System. Personal data can be updated from the above-mentioned sources. The data on the use of the travel card is collected according to the transaction data.

With regard to benefit tickets, the details of the company or community are collected from its representative (contact person) by using an electronic form at the beginning of the customer relationship and in connection with registration for the service and its use. The contact person is responsible for keeping the



information up to date. Some of the data content is created by the service in connection with the use of the service.

12. Principles of data protection

Data retention, archiving, destruction and other processing are controlled by archiving plans and information security and privacy guidelines. The data stored electronically in the file are protected and can only be accessed by a person authorised to do so. The users at the City of Tampere have undertaken an obligation concerning the use and confidentiality of data and information systems.

An agreement on the data protection of the customer registers has been concluded between the controller and the system providers. System providers manage the storage of data in accordance with good data processing practices and comply with an absolute non-disclosure and confidentiality obligation.

The databases and their backup copies are located in locked facilities. The protection is based on physical access control, personal user IDs and limiting the access rights. The systems collect log data on the actions performed by users.

13. Disclosures of the data in the file

Regular disclosures of data

☐ No

☒ Yes

The data concerning employees of the City of Tampere are sent to financial and payroll administration for accounting and for the annual notification submitted to the Tax Administration (benefit tickets).

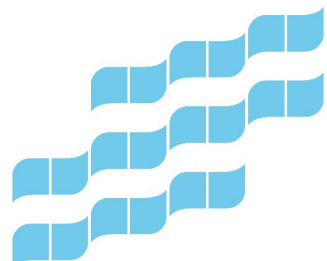
14. Transfers of data in the file to a third country or international organisation (outside the EU or the European Economic Area (EEA))

☒ No

☐ Yes

15. Storage periods of personal data/Storage period specification criteria

Data retention, archiving, destruction and other processing are controlled by archiving plans and information security and privacy guidelines.



When the customer relationship with the travel card system ends, the customer data will be stored for one (1) year in case clarifications are required for refunds and error situations.

We store the personal data included in purchase and payment information/accounting material in order to comply with the legislation on accounting or other mandatory legislation even after the customer relationship or other grounds for processing personal data have ended.

The Nella.fi service does not store personal data after the user ID has been deleted.

16. Data subject's rights

The data subject's rights and the instructions for exercising these rights can be found online at:
<https://www.tampere.fi/en/data-protection-and-information-management>

